

# City of Portsmouth Visual Identity & Logo Guidelines



## What is a Visual Identity System?

A visual identity system is an important element in an organization. It represents the people, products, services and reputation it has achieved. As a municipality, it also serves as the brand which is the name, symbol and promise that demonstrates to our citizens, customers, constituents the manner in which we will deliver high quality services expeditiously and efficiently.

## Is the Portsmouth Logo Registered and Trademarked?

**Yes.** The City of Portsmouth logo is a service mark that is registered with the State Corporation Commission of Virginia, in accordance with the Virginia Trademark and Service Mark Act. Prior permission must be obtained before using this logo. Permission, if granted, is for one-time use only for the intended purpose, and, it is only to be used by the entity granted the permission. Redistribution, graphic manipulation and/or embellishment are prohibited. Full compliance and consistent use with regard to the guidelines are expected to promote the services, goals and programs of the City of Portsmouth. For more information, visit the city website at [PortsmouthVa.gov/532/Privacy-Policy](http://PortsmouthVa.gov/532/Privacy-Policy) and review the section on **City Logo Limitation of Use**.

## Characteristics of the Logo and Typography

The typography that is used in the logo is Americana Extra Bold Condensed (XBdCn BT). The font is kerned tightly and elongated vertically to add emphasis and presence. The logo includes a contemporary and stylized version of sails and waves which is indicative of movement and Portsmouth's nautical and maritime history.

## Color Conversion Chart

There are no substitutions for the colors listed below. Consistency and full compliance is expected.

Logo Colors	Spot Color PMS Coated Uncoated	Four Color Process				Video/Monitor Online/Mobile		
		C	M	Y	K	R	G	B
White	(none)	0	0	0	0	255	255	255
Dark Blue	072 C	100	100	1	11	41	5	161
	072 U	93	93	0	0			
	2746 C (Alt.)	97	100	5	17			
Light Blue	2995 C (35%) (with screen)	33	0	3	0	166	224	243
	2975 C (100%) (without screen)	55	0	7	0			
	2975 U	40	1	3	0			

**NOTE:** Alternative (Alt.) colors are provided in the event the preferred color, screen or stock (coated or uncoated) is not available. There are also color configurations when one color printing (black or blue) is used. Call Marketing & Communications for specifications.

# Letterhead, Envelopes and Business Cards

Corporate graphics should appear like the sample designs below. Please note that the designs are sized smaller for display purposes. For overall consistency, layout and design must be created by the Department of Marketing & Communications. Authorized printers should call the department at **(757) 393-5143** for electronic files to include logo vector files (in various formats) and other print and paper specifications.

## Letterhead



Department Name Here  
801 Crawford Street • 5th Floor  
Portsmouth, VA 23704

RETURN SERVICE REQUESTED

Department Name Here  
801 Crawford Street • Floor Number Here • Portsmouth, VA 23704  
Office: (757) 000-0000 • Fax: (757) 000-0000 • Web Address: [www.portsmouthva.gov](http://www.portsmouthva.gov)

## Business Envelope

## Business Card



Employee Name Here  
Job Title

Department Name Here  
801 Crawford Street • Portsmouth, VA 23704  
Office: (757) 393-000 • Ext. 0000  
[email address@portsmouthva.gov](mailto:email address@portsmouthva.gov) • [www.portsmouthva.gov](http://www.portsmouthva.gov)

## The Portsmouth City Seal

The great seal of the City of Portsmouth is normally reserved for certificates, proclamations and official documents. When determining whether the logo or seal is appropriate for use, more often than not, the city logo is going to be the primary symbol that represents the city. The City Clerk is the keeper of the seal. If you have questions relative to its use, please call the City Clerk's Office at **(757) 393-8639**. If granted permission for use, it is available in a variety of e-mailable electronic formats and color conversions.

